

CARTSNEWS

The Official Journal of the Carolina Token Society

ISSUE #7

August 2005

WHAT'S HAPPENING?

Have we arrived? We added a member since May. We have **two** paid ads! In this issue there's lots of information for NC and SC collectors, and lots of tokens for sale. **All the news is good.**

The meeting in Greenville was great. We had eight members attend, along with two guests who bought some tokens, and one spouse. We would have had another member attend but his newsletter went a glimmering. And, believe it or not, one of the members in attendance lives in Virginia.

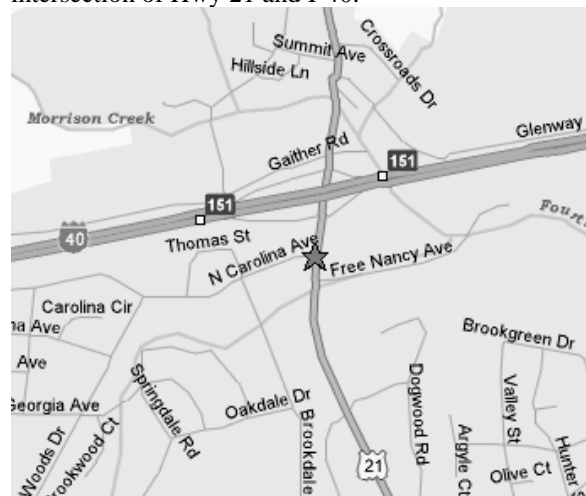
If you did not attend the May meeting in Greenville (or if you did) be sure to attend the November 5 meeting in Statesville.

THIRD MEETING OF CARTS

Saturday, November 5 – 9:00 to 2:00

Holiday Inn Express Statesville, NC

Take exit 151 off I-40. This exit is about 1 mile west of the I-40 and I-77 intersection and is at the intersection of Hwy 21 and I-40.



PRESIDENT'S REPORT

Greetings to all token collectors. I sincerely hope that you are having a good summer finding lots of R-10 tokens to fill those holes in your collection. I know that I added a couple of nice tokens to my South Carolina collection this summer, including one that had been residing in my maverick box for quite some time. (See article entitled "Six Year Maverick Search Ends with Postcard.") Also, please take note of our next meeting on November 5th. Bob King has chosen a nice meeting room near Statesville so that our more Northern members can have a chance to make it to a meeting. Please, everyone mark their calendars and let's have a good meeting this fall!

If you have any questions about the meeting contact Bob, Don, or me.

Happy Collecting,
Tony Chibbaro - President, CARTS

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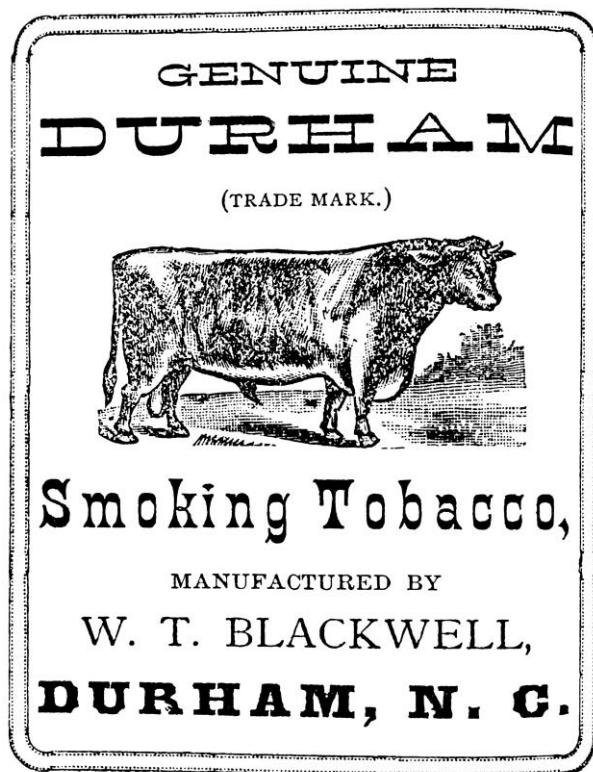
Comments, suggestions, reactions, (maybe even) criticism, will be gratefully accepted. Let us know!

Articles, New Finds, Announcements, and Classifieds to Don Bailey only! Dues to Bob King only!

BULL DURHAM TOBACCO "TOKENS"

Lamar Bland (CM #18)

The tobacco industry in Durham, North Carolina, gained world-wide fame soon after the Civil War. A bull became synonymous with that industry almost from the start, an association begun when W.T. Blackwell's Durham Tobacco Company appropriated him from a mustard manufacturing company in Durham, England. Ads featuring the bull with Blackwell's company (such as the one in the illustration) began appearing in trade journals in 1871.



H. V. Paul History of the Town of Durham, N.C.

It was a groundbreaking and enormously successful merchandising move which would continue into the 21st century.

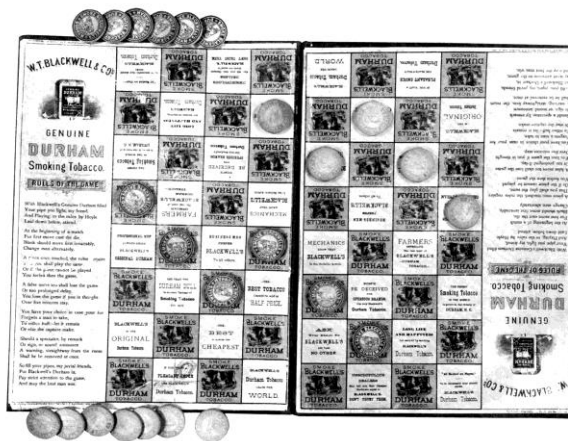
Tokens were only a small part of Blackwell's advertising empire. But they appeared as early as 1882, in the form of wooden checkers used for play on a Blackwell's Durham Tobacco Company checkerboard. In Bull Durham: Business Bonanza-1866-1940, Roberts and Roberts indicate that these checkerboards were made to distribute in country stores; the game was

played with blue and red checkers like the one illustrated here.



Wood, 32mm

Mr. Ben Roberts, who gave his permission to use the illustrations from his book, indicated in a telephone interview that these checkers are "hard to come by". The checkerboard squares were advertisements; for example: "Don't be deceived with spurious brands. Use only Blackwell's Durham Tobacco."



Blackwell's was bought in 1898 by Union Tobacco Company, which, in turn, was bought by James B. Duke and integrated into American Tobacco Company in 1899. Blackwell's company name continued for another decade; then his company was re-named The Durham Branch of the American Tobacco Company. But the "Bull Durham" logo retained vitality long after Blackwell's name faded. Durham came to be known as "The Bull City" in 1902. And the bull traveled everywhere, particularly where there was baseball.

From 1912-17, "Bull Durham" appeared in baseball parks all over America. The American Tobacco Company paid \$50 to every slugger who could hit the bull sign on the outfield fence, and gave home run

hitters free packs of cigarettes (Roberts and Roberts). Indeed, some think the term "bullpen," referring to the place where pitchers warm up before entering a game, originated from this context.

A second "Bull Durham" token, the metallic one illustrated here, makes no mention of Blackwell.



Heads You Win / (Bull Facing Left) / If / You / Smoke / Bull / Durham // Tails You Lose (Bull Rear Half) / If / You / Don't / Smoke / Bull Durham – R, B, 32mm

Its "win/lose" inscription indicates a brilliant piece of James B. Duke marketing for the boom/bust economy of the 1920's and 30's. The engraver's company is named in very small print in the lower right hand corner of the reverse. The token reads "Whitehead and Hoag,"

which was a New Jersey company in operation from 1891-1932, thus confirming the era of the token's circulation. It may have been designed to be a "lucky coin" kept in pockets or purses to remind shoppers of the product.

Durham today fields a successful minor league baseball team, the Durham Bulls, in a new and enlarged downtown ballpark featuring a Blackwell-like bull which blows smoke through his nose whenever a Durham player homers. The bull appears in the successful Hollywood film *Bull Durham* (1988), with Susan Sarandon and Kevin Costner.

Since The American Tobacco Company stopped production in 1988, "Bull Durham" has outlasted his creators.

Source:

Roberts and Roberts, *Bull Durham: Business Bonanza--1866-1940*, Durham, N.C.: Genuine Durham Press, 2002.

(Editor's Note: Illustrations from Roberts and Roberts, *Bull Durham: Business Bonanza 1866-1940* are reproduced by permission.)

UNION

SOUTH CAROLINA WANTED

POSTCARDS, TOKENS, PAPER MONEY

William M. Graham
208 Main Street • Union, SC 29379-2327
1-800-657-4944

VALLE CRUCIS COMPANY, INC., Valle Crucis, NC

Joseph Elrod (CM #7)

The building which housed this general store in the Watauga River Valley was erected around 1909 by R. L. Lowe and Co. and was named the Valle Crucis Supply Co. with Andy Payne as manager. In 1910, Charles D. "Squire" Taylor and his son-in-law Dr. H. B. Perry bought the business and named it the Valle Crucis Company. Richard Aubyn Farthing, who had attended Draughn Business School in Knoxville, Tennessee, became general manager in 1914; he continued in this capacity until 1952.

Aubyn Farthing and his brother Ben bought an interest in the business in the 1920's. Ben traded his share to Aubyn in 1938, and Aubyn bought the interest of C. D. Taylor and H. B. Perry in 1948. Aubyn sold the store to his son, Ray A. Farthing, and Finley Bingham in 1952. They sold it to Ned Glen and Hubert Thomas within the year, and in 1953 R. D. Glen bought the business. In 1957 Ray A. Farthing bought the building and changed the business from a general store to a furniture store. It became M & R Antiques in 1963 and the building became an annex of the Mast Store in the early 1980's.

Aubyn Farthing (born 24 June 1893, died 16 October 1968) married Hazel Glenn. They had five children: Ray A. (born 30 November 1915, died 10 December 1973), Reba, who died in infancy, Glenn, Mary, and Katy. Aubyn's wife assisted with the store as did the children as they were growing up.

For a time Aubyn and Ben Farthing took weekly turns sleeping in the store to deter robbery. A mattress for this purpose was placed on a top shelf which was suspended from the ceiling with chains. An Airedale dog slept in the store with them.

The Valle Crucis post office was moved from W. W. Mast's store to the Valle Crucis Company store in 1928, and Aubyn Farthing was appointed post master. Aubyn held this post until his retirement in 1963, after which the post office was moved back to the Mast store until 1980 when it was discontinued.

The counter top in the store held a coffee grinder, hoop-cheese slicer, tobacco cutter and scales. Underneath the counter were barrels of dried beans, rice, salt, sugar and tub lard. The post office was on the left side of the store along with clothing and shoes. A side room held

hardware, horse harness, and plows. This side room was also used for storing furs, grain, chestnuts, roots and herbs, butter, eggs, and salt cured pork which were purchased from local farmers.

Items purchased from farmers were paid for with tokens, locally known as "due bills". Aluminum tokens were in denominations of 5¢, 10¢, 25¢, and 50¢.



Valle Crucis Co., Inc. / Valle / Crucis, / N.C. / Not / Transferable // Good For / 50 / In Merchandise – R, Al, 32mm

Sources:

- *The Heritage of Watauga County North Carolina, Vol. I*, The Genealogical Society of Watauga County, NC, Hunter Publishing Company, Winston-Salem, NC, 1984, pp 80, 188, 196.
- Leaflet prepared and distributed by Mrs. Ray A. Farthing in association with the nation's bicentennial celebration.

NEW BBC TOKEN ATTRIBUTED TO SOUTH CAROLINA

Tony Chibbaro (CM #2)



A new Brunswick-Balke-Collender pool table reverse token has been added to the list of newly-attributed South Carolina trade tokens. Surfacing on eBay in June of 2005, the token was attributed by the seller to Union,

SC. He gave corroborating information that the issuer, W.E. Ray & Co., was listed in the 1889 Bradstreet mercantile directory as operating a drug store. I took this attribution with a healthy grain of salt, as drug stores did not normally issue BBC tokens. I went to my set of mercantile directories and this is what I found:

1887 - W.E. Ray - drugs
 1888 - W.E. Ray - drugs
 1889 - W.E. Ray & Co. - drugs
 1890 - W.E. Ray & Co. - saloon
 1891 - W.E. Ray & Co. - saloon
 1892 - W.E. Ray & Co. - saloon
 1893 - W.E. Ray - saloon
 1894 - W.E. Ray - saloon
 1895 - no listing
 1896 - W.E. Ray - grocer
 1897 - no directory
 1898 - no directory
 1899 - no listing
 1900 - W.E. Ray - distillery
 1901 - W.E. Ray - distillery
 1902 - W.E. Ray - distillery
 1903 and onward - no listings

NC MAVERICKS

Bob King (CM #31)



BUFFALO MILLS / (ORN) / STORE // GOOD FOR / \$100 / IN MERCHANDISE – RD, AL, 31mm

Buffalo Mills, Inc. operated in 1929 and 1930 near Shelby in the Stubbs Community alongside Buffalo Creek. Most of these tokens have a new appearance due to the short use. This mill was in the building used by Buffalo Manufacturing Company from 1899 through 1924. The full set consists of 5, 10, 25, 50, \$100 denominations.



BON TON CANDY CO. / V / (ORN) // 5 – RD, BR, 21mm

This attribution to Rocky Mount, NC is based on a Dun Listing only, therefore it is uncertain. Any information will be helpful. Bon Ton Candy Company is listed in 1923 only as wholesale candy. It may be listed in additional years under the owners name.



GOOD FOR / 50c (INCUSE) / AT E.M. BEAM'S / THE FIRST OF / EACH MONTH / (ORN) 1893 (ORN) // (blank)– RD, Ni, 29mm

E.M. Beam owned a saloon from 1880 through 1883 in Shelby. He owned a grocery store and confectionary in 1885. In 1886 and 1887 Beam & Green owned a grocery store and confectionary. In 1888 E.M. Beam was listed as a grocer and confectioner. In 1890 E.M. Beam was listed as a grocer and this listing continued through 1899. This business was listed as hardware and paints from 1900 through 1912. In addition to the Dun Listings, I knew about this token from Shelby locals before I bought it on E-Bay. I believe the attribution is accurate.

SIX YEAR MAVERICK SEARCH ENDS WITH POSTCARD

Tony Chibbaro (CM #2)

Most token collectors who have been collecting for a number of years will know the feeling. The feeling that I am talking about is the elation experienced when a collector finally attributes a maverick token that has doggedly resisted attribution for many years. I was

recently, I am proud to proclaim, the recipient of such a feeling when, completely out of the blue, I was able to attribute a stubborn maverick token that I had been working on for over 6 years. But what makes this particular attribution special is not the town that it eventually was attributed to, nor the length of time it took, nor the amount of work that went into it, but the unusual way in which the attribution came to me.



The token that I am discussing appears above. It is your run-of-the-mill, 21mm, aluminum maverick token. Issued by Wooten's and good for a 5¢ glass of soda, I obtained it early in 1999 with a group of maverick tokens from the Bill Garrett collection. Bill, now deceased, was an early token collector from Spartanburg, SC. I met him in 1987 when I was working on the South Carolina token book. He allowed me to catalog his collection of South Carolina tokens, and I felt very privileged to do so as he was a very secretive man and I was the only person (as far as I know) to be allowed to see his collection. He began collecting tokens in the 1950s, when they could be picked up for a dime or a quarter and his collection was filled with numerous rare, one-of-a-kind tokens. He told me that he had never paid more than \$1.00 for any token in his collection, obtaining many of them free by visiting the parking meter departments of nearby cities. Bill passed away in the 1990s and the bulk of his collection found its way into the hands of his descendants. A portion of his collection was sold to a local dealer and I was given the opportunity to purchase around 100 of Bill's maverick tokens.

Many of Bill's mavericks have proved to be local in origin. I have now attributed over a dozen to South Carolina, including two Brunswick-Balke-Collender pool table reverse tokens that were mentioned in a previous edition of this newsletter. There were over 20 Ingle System tokens in this group, and quite a few of them were attributed to states in the Southeast. So I knew that there was a good chance that the Wooten's token would eventually prove to be from South Carolina. I concentrated my search in the South Carolina upstate by poring over old Dun & Bradstreet mercantile directories. All my searches were fruitless, as I could never find anyone named Wooten in the ice

cream or soda business. I had found a Wooten in Greenville in the grocery business, one in Spartanburg in the book & stationery business, and one in Newberry in the hotel business, but never one in the proper occupation.

I had just about given up on attributing this token until last Sunday while going through a stack of postcards I was preparing to sell, I came across one that gave me a certain "Eureka" moment. I was looking at a view of Main Street in Spartanburg, when I noticed a sign on the left side of the street. It prominently declared "Wooten's," although the "W" could only partially be seen. I had to pull out my magnifying glass to make out the rest of the sign, but the smaller letters underneath "Wooten's" read "Soda Parlor." The card was postmarked July 10, 1910 (which was a tremendous coincidence as the present date was July 10, 2005), so the view was probably taken in 1909 or so. I immediately pulled out my mercantile directories and searched the years 1905 to 1915 in Spartanburg. The only listing was for M.F. Wooten, selling books and stationery in 1909. The dating coincides with the postcard, so this must be the same business, although the business directory fails to mention the ice cream/soda parlor. Needless to say, I pulled the postcard from the group I was selling. It appears below.



The absence of a mercantile directory listing for Wooten's soda parlor business brings up an interesting point. While such directories are a marvelous tool for attributing maverick tokens, they do have their drawbacks. Many businesses which issued tokens were not listed in such directories for one reason or another. Pool halls, restaurants, shoe shine parlors, and barber shops come immediately to mind. I'm sure there are many others that can be added to the list. And as to why M.F. Wooten wanted to emphasize his book and stationery business in the directories and downplay his ice cream & soda parlor is anyone's guess. But we must be cognizant of the fact that just because a business listing is absent from the Dun & Bradstreet directories, it does not mean that the business did not exist.

Tokens for Sale & NC Token Book Status

I continue to work daily on a token book of NC Merchant and Business Tokens. Many of you have seen my paid ad in NTCA that announced the NC Book and listed an available date of 2004. When I submitted the ad that information was accurate. After viewing my book with information on about 15% of the listings I was not proud of my end product. Since that time I have acquired Dun and Bradstreet Directories for most years from 1880 through 1950. I am now entering the type of business and years of operation for each token possible. While not all tokens will have that information, the ones listed in Dun or Bradstreet will be completed. Since I decided to write a book I have known that a second edition would be necessary to make a book that could be considered reasonably complete so nobody would like to see a first edition more than me. I will have the book printed as soon as I finish but I won't give a completion date again.

About the NTCA AD; I paid for the ad to run through year-end 2004 but it has continued through last month's edition. This is the first time they have given me a freebee. I will leave conclusions to the political minds in our hobby.

The following tokens are for sale but I will give first priority to trades. Many better traders available.

- LEE WATKINS & CO., ANDREWS, NC \$1.00, 50, 25-\$22.00 EACH
- C.H. CHISOLM, (ASHEVILLE, NC) \$1.00, 50, 25, 5-\$15.00 EACH
- MOOSE LODGE #781, ASHEVILLE, NC 5- \$18.00
- T.C.S. (TOM C. SAWYER) (BELCROSS, NC) 25-\$5.00
- THE COMPANY STORE, BLADENBORO, NC 1-\$18.00
- CHAMPION EMPLOYE'S (NOTE SPELLING) STORE, INC. (CANTON, NC) 5-\$26.00 (A LITTLE DARK)
- CHAMPION EMPLOYEE'S STORE, INC (CANTON, NC) 5-\$30.00 SOME STAINS
- THE CHOWAN PACKING CO., COLERAIN, NC 5-\$15.00
- IDEAL SHOPPING CENTER, EAST LAURINBURG, NC 5-\$12.00
- G.C. GRAVES and SON, FAYETTEVILLE, NC 1.00, 25-\$18.00 EACH (SOME OXIDATION)
- R.B. BALLEW, (HARVARD, NC) 10-\$18.00 (MOST Ni PLATING WORN OFF AS USUAL)
- PHENIX STORE CO., INC, KINGS MOUNTAIN, NC 1.00-\$14.00
- PHENIX MILLS STORE, KINGS MOUNTAIN, NC 10-\$6.00
- PHENIX MILLS STORE, KINGS MOUNTAIN, NC 5-\$6.00
- LAUREL LAKE BEACH CLUB, (LAUREL PARK, NC) (WAS USED FOR MEMBER ADMISSION) \$15.00 (DUG & CLEANED BUT COLLECTIBLE CONDITION)
- JOHN L. LLOYD, LINCOLNTON, NC 25-\$23.00
- RIVERSIDE MFG. CO., MURFREESBORO, NC 50, 10, 5, 1(SQ)-\$20.00 EACH You couldn't give these away until everyone found that they manufactured shipping crates & baskets (lumber)
- J.E. GRAVES, MURPHY, NC 1.00, 50, 10, 5-\$18.00 EACH
- J.E. PATTON, OLD FORT, NC 1.00, 50, 25-\$24.00 EACH
- T.J. WILSON, PENSACOLA, NC 25, 5-\$28.00 EACH
- J.C. BRANTLEY, RALEIGH, NC 5-\$18.00
- ORA MILL STORE, SHELBY, NC 10, 1-\$12.00
- CHAMPION FIBRE COMPANY, LUFTY COMMISSARY, (SMOKEMONT, NC) 1.00, 50, 25, 5-\$40.00 EACH
- SOUTHERN R.R., SPENCER, NC 50, 25, 10, 5-\$20.00 EACH
- THE POLK GRAY DRUG CO., STATESVILLE, NC 5-\$8.00
- THE POLK ON THE SQUARE, STATESVILLE, NC 5-\$8.00

**Bob King, 33 Cardinal Dr., Brevard, NC 28712 e-mail: TOKENADDICT@CITCOM.NET
(828-883-8028)**

CLASSIFIED ADS

FOR SALE

NEWLY DISCOVERED NORTH CAROLINA TOKENS, Buffalo Mills Store (Stubbs, NC), four piece set (5, 10, 25, & 50¢), aluminum, xf-au. \$62.00 per set, postpaid and insured. Tony Chibbaro, PO Box 420, Prosperity, SC 29127

COWPENS DRUG STORE / 5 / COWPENS / SC // GOOD FOR / 5¢ / DRINK / OR / CIGAR – R, BR, 22mm, One Only, \$60 Postpaid and Insured. Don Bailey, PO Box 1272, Etowah, NC 28729.

TRADE

TOKENS FOR TRADE: Granite Quarry (NC) Cafeteria // GF 5¢ IM; The American Agricultural Chemical Co. Wilmington (NC) Works // GF 5¢ IM; A. Kerhulas (Union, SC) // GF 5¢ IT. What Georgia tokens do you have to trade? Randy Partin, 1314 Keystone Pointe, Auburndale, FL 33823 Email: RPAR10@VERIZON.NET

WANTED

UNION COUNTY SC TOKENS AND POSTCARDS WANTED. Nobody pays more for needed items. Wm Graham, 208 Main St., Union, SC 29379-2327 (800-657-4944)

NEED 1882, 84, 97, 98, 1913, 14, 25, 27 & 29 DUN OR BRADSTREET. Have all other years of NC for trade. Have complete Duns or Brads for years 1905, 26, 28, 30, 34, 40 & 1954. Bob King, 33 Cardinal Dr., Brevard, NC 28712; 828-883-8028; tokenaddict@citcom.net

MISCELLEANOUS

FREE UPDATED LISTINGS OF NC AND SC AMUSEMENT TOKENS via Email. Also available are VA, WV, PA, NJ, NY, and DEL. RDSchopp@aol.com (609-586-9364).

CARTS MEMBERSHIP LIST

Gerald **Adams** (CM 34) Keller, TX
Helen **Barry** (CM 33) Aiken, SC
Lamar **Bland** (CM 18) Durham, NC
Michael F. (CM 6) **Capen** Richmond, VA
Kenneth E. **Chylinski** (CM 17) Mt. Clemens, MI
Jim **Cooke** (CM 29) Richmond, VA
Jim **Few** (CM 25) Greenville, SC
Mike **Greenspan** (CM 10) Houston, TX
Brad **Jeffcoat** (CM 3) Pinopolis, SC
Robert **King** (CM 31) Brevard, NC
Leonard **Marsh** (M 36) Spartanburg, SC
Robert J. **Merchant** (CM 13) Rockledge, FL
Judith **Murphy** (CM 4) Winston-Salem, NC
Pierre **Oldham** (M 35) Asheboro, NC
Steve **Ratliff** (CM 8) Milton, FL
Robert W. **Saunders** (CM 24) Sherrills Ford, NC
Robert D. **Schopp** (CM 14) Trenton, NJ
Ernst **Thoms** (CM 12) Anderson, SC

Don **Bailey** (CM 21) Etowah, NC
D. Ray **Belcher** (CM 16) Taylors, SC
Graham N. **Bramlette** (CM 11) Greenville, SC
Tony **Chibbaro** (CM 2) Prosperity, SC
Charles R. **Clark** (CM 1) St. Petersburg, FL
Joseph H. **Elrod** (CM 7) Sparta, NC
William M. **Graham** (CM 22) Union, SC
Harry L. **Hoots, Jr** (CM 5) Flat Rock, NC
John **Kent** (CM 26) Colorado Springs, CO
Eric T. **Lampe** (CM 19) Clemson, SC
V. Gray **Martin** (CM 32) Pfafftown, NC
Claud **Murphy** (CM 20) Winston-Salem, NC
Samuel E. **Norris** (CM 23) Easley, SC
Randy **Partin** (CM 9) Auburndale, FL
Mike **Sanders** (CM 28) Union, SC
David E. **Schenkman** (CM 27) Bryantown, MD
Austin M. **Sheheen, Jr** (CM 30) Camden, SC
R. H. **Watley** (CM 15) Hendersonville, NC

SECOND CARTS MEETING

The second meeting of CARTS was encouraging. There were more people present. There were lots of tokens for sale or trade, and lots of tokens were brought in for cataloging.



Digging For That Elusive Treasure

The meeting was less structured than our first meeting, but everyone seemed to enjoy themselves.



Looks Like He Found One (or more)



One Of Our Guests (And Potential Member?)



Bob King Changes Seats - To Be A Customer



Bob Looking Over Some Tokens To Be Catalogued

**If you had attended,
your photo would be here.**

**Don't make the same
mistake again.**

Statesville – November 5

See You There

CARTS Membership and Dues: Membership in CARTS is open to anyone interested in the exonomia of the two Carolinas. Annual dues are \$10.00 and should be mailed to the treasurer, Bob King. Checks should be made payable to CARTS.

CARTSNEWS: CARTSNEWS, the newsletter of CARTS, is published four times per year in February, May, August, and November.

Advertising: Each member is encouraged to submit one classified ad per issue. These ads are free to members. Free ads should be no more than 50 words in length. No ads will be run continuously; a new ad must be submitted for each issue. The editor reserves the right to edit ads for length and any ad thought not to be in the best interest of the hobby will be rejected.

Paid advertising is also solicited. The rate per issue for paid ads is as follows. One quarter page \$3.00, one half page \$6.00, and full page \$11.00. Any paid advertising, along with payment, should be sent to the editor by the fifteenth of that month before the month of issue. So, for example, advertising copy for the May issue should be received by the editor by April 15. Camera ready copy will be accepted, but the editor will also compose ads from your rough copy if you desire. As with free advertising the editor may reject any ad thought not in the best interest of CARTS or the hobby at large.